IJIAET International Journal of Innovative Analyses and Emerging Technology

| e-ISSN: 2792-4025 | http://openaccessjournals.eu | Volume: 2 Issue: 7

Prospects of Business Development in Tourist Enterprises

Umronov Eldorbek Sodirovich

Researcher of Fergana Polytechnic Institute 150100, Fergana city, Fergana Street 86 house

Abstract: The article examines the effectiveness of business activities in tourism enterprises. In the course of the research, the studies of foreign scientists who conducted research on the development of entrepreneurship in tourist enterprises were studied and literature analysis was carried out. In the course of the research, the analysis of the volume of tourism services provided by "Makon" LLC operating in Fergana region and the main indicators affecting its formation during 2011-2021 was carried out, and development forecasts were developed for 2022-2026.

Keywords: tourism, tourism sector, tourism industry, tourist activity, tourist service, business activity, forecast, business activity in tourist enterprises.

The state of global changes at the world level has shown that the growth rate of the tourism industry in the GDP of the countries of the world is significantly increasing in the period before the pandemic conditions. Many factors related to the development of business activities in the field of tourism create the necessary conditions for ensuring economic development by improving the processes of expanding tourism activities at the level of countries. According to the data of the World Tourism Organization (WTO), in 2019, the amount of income received from tourism activities at the world level is 1478 billion. US dollars, and the annual tourist turnover is 4700 billion. which consisted of US dollars. The share of the tourism sector in the world gross product was 10.4 percent (9.2 trillion US dollars), the share of employment in the sector was 10.0 percent, and the investments in the fixed capital in the sector were 4.4 percent [1]. Due to the impact of the global pandemic of COVID-19 at the end of 2019, the sharp growth trend of the sector has changed its direction to decrease, and in countries with high tourism potential, efforts have been made to maintain the changing trends by developing tourism entrepreneurship within the country to offset the losses associated with inbound tourism. Therefore, in the conditions of socio-economic crises, in leveling the level of recession in the economy of countries, the development of entrepreneurship in tourism activities has a relative priority, which requires the improvement of the mechanisms of organizing activities based on a new approach to ensure the development of this sector.

According to projections by the United Nations Foundation, by 2030 the urban population will increase by almost 5 billion people, with 3.3 billion people living in cities and 100 million people living in rural areas.

It should be noted that the approaches based on the application of enterprise management methods to city management are becoming more and more popular, cities are considered as complex enterprises, in the management of which city development strategies are based on business strategies and management tools are used, as in the private sector.

According to a study by the Organization for Economic Co-operation and Development (OECD), globalization in such a situation leads to increased specialization of cities. One of the important challenges facing urban social policymakers is deciding which sectors to support, given their relative strengths and weaknesses.

Disadvantaged regions address their problems by developing innovative development programs for the development of industry and tourism, or by investing in large-scale projects that can attract attention to cities.

Entrepreneurship in the field of tourism is carried out on the basis of various types of property, such as territorial and regional commercial property forms and mixed property forms. Often, due to the weakness of administrative resources, it is difficult for small cities to develop a strategy for developing their capacity to more effectively finance the development of the social environment without appropriate support at the state level.

Globalization processes force organizations, businesses and tourism facilities to join tourist complexes, which defines a special role. Development of state entrepreneurship, management and coordination of the above-mentioned complexes of the city administration are carried out in territorial and regional subordinate enterprises[2].

In the era of increasing globalization and integration of the world economy, the correct interpretation of the concept of tourism and the correct understanding of its essence are of both theoretical and practical importance. There are different views and concepts based on the opinion of foreign and domestic scholars. For example, A.Yu.Aleksandrova stated that "Tourism is the sum of relations and events that occur when people arrive and settle in places different from their permanent residence and work" [3], while Yu.V. and are temporary trips of non-citizens from their permanent residences for health, acquaintance, professional-business, sports, religious and other purposes without being engaged in paid activities in the country of their temporary residence"[4] - expresses the opinion.

Yu. V. Tishukov in his studies "Tourism industry is hotels and other means of accommodation, means of transport, public catering facilities, facilities and means of recreation, facilities for acquaintance, business, health, sports and other purposes, organizations that carry out tour operator and travel agency activities. , as well as a set of organizations that provide excursion services and guide-interpreter services" - and M.B. Birzhakov recognized that "Tourist service is the goals of tourism, the direction and nature of the tourist service, the tourist product, responding to the principles of universal morality and order is a set of goal-oriented actions in the field of service aimed at providing and satisfying the needs of a suitable excursionist or tourist" [5] - expresses the opinion.

In the econometric analysis of the factors affecting the development of entrepreneurship in the field of tourism, taking into account the wide use of multi-factor production functions and functions derived from them, tourism was selected as the objects of selective observation, using the data of questionnaire surveys conducted in the tourist enterprise "Makon" LLC, which is engaged in entrepreneurship in the field of tourism. We determine the econometric model of the change in the volume of services in the form of a production function based on a multifactor relationship. Based on the determination of the volume of tourism services and the factors affecting it, the defined models will help to determine the target forecast indicators for the medium-term period for the tourist enterprise and to determine the measures necessary to ensure these indicators.

A multi-factor analysis was carried out on the volume of tourism services provided in the selected tourist enterprise, that is, the change under the influence of the main influencing factor on the indicator considered as an endogenous factor.

Having defined the volume of the provided tourism services as the peak of the production function, i.e. as the resulting factor, the following indicators were selected based on the conclusions of experts in the field as indicators of the factor affecting it:

X_1 – number of tourists served;

X_2 – funds raised through the development of business activities;

X_3 – amount of foreign funds attracted to the enterprise.

Each of the influencing exogenous factors is one of the main influencing factors in the formation of the volume of tourism services. For example, the number of serviced tourists is the workload that determines the size of the activity and the amount of income from the services, the funds attracted through the development of business activities represent the possibility of optimal provision of tourism activities, the amount of funds attracted from abroad to the enterprise represents the amount of insufficient funds necessary for the organization of activities of tourist enterprises.

Modeling of the volume of services provided in the tourist enterprise "Makon" LLC operating in the market of tourism services can be done with the help of models such as trends, trends and time series in the market of tourism services. In the course of the research, the analysis of the volume of tourism services provided by "Makon" LLC operating in Fergana region and the main indicators affecting its formation during 2011-2021 was carried out.

Table 1. Indicators of the volume of tourism services in the tourist enterprise of "Makon" LLC and factors influencing its change

Years	The volume of provided domestic tourism services, mln. soum (*Y*)	Number of tourists served, unit (X_1)	Management costs in tourist enterprises, mln. sum (X_2)	Amount of foreign funds attracted to the enterprise, mln. soum (X_3)
2011	27,1	2375	4,8	7,3
2012	29,8	2298	5,1	8,7
2013	34,3	2406	5,2	9,9
2014	41,8	2534	5,6	14,2
2015	54,2	2972	6,4	18,1
2016	63,7	3486	7,9	29,7
2017	107,7	4168	8,8	42,3
2018	174,8	5732	12,4	71,9
2019	261,3	6218	19,6	68,4
2020	76,2	2479	6,3	5,1
2021	163,9	5341	15,4	53,8

In the activities of "Makon" LLC, the volume of tourism services and the level of intercorrelation of factors affecting it were studied based on correlational analysis. The result of the correlation analysis is that the relationship density between the endogenous factor and influencing factors satisfies the necessary condition, that is, $ryx_1=0.9589$, $ryx_2=0.9768$ and $ryx_3=0.9176$. In all three relationships, the pairwise correlation coefficient shows a strong relationship, which indicates that the influencing factors are correctly selected with respect to the resulting factor.

The parameters identified during the regression analysis using the Eviews10 software package and the importance of the model were evaluated by the main evaluation indicators calculated by the program. The logarithmic model of the trend is formed by extracting the coefficients of the regression model from the results of the regression analysis.

Table 2. The logarithmic value of the indicators of factors affecting the volume of tourism services and its change in the activity of "Makon" LLC

t	*LnY*	LnX_1	LnX_2	LnX_3
2011	3,30	7,77	1,57	1,99
2012	3,39	7,74	1,63	2,16
2013	3,54	7,79	1,65	2,29
2014	3,73	7,84	1,72	2,65
2015	3,99	8,00	1,86	2,90
2016	4,15	8,16	2,07	3,39
2017	4,68	8,34	2,17	3,74
2018	5,16	8,65	2,52	4,28
2019	5,57	8,74	2,98	4,23
2020	4,33	7,82	1,84	1,63
2021	5,10	8,58	2,73	3,99

A multi-factor econometric model of changes in the volume of tourism services in the activity of "Makon" LLC and its influencing factors was created using the identified data. According to it, a regression equation representing this process was created.

$$LnY = 2,424 \cdot LnX_1 + 0,488 \cdot LnX_2 - 0,471 \cdot LnX_3 - 15,023$$

It is necessary to check the reliability and adequacy of the model and its parameters created using the software package based on several criteria and make sure of the accuracy of the results. Autocorrelation in the determined trend was found to be slightly lower than the optimal limit (DW=1.74) and above the requirements for other criteria - the regression equation was found to be reliable and proved to be adequate.

The values of change in the short term, i.e. in 2022-2026, under the influence of economic factors of the volume of tourism services of "Makon" LLC tristic enterprise, taken for analysis using a multi-factor econometric model, were expressed as follows.

Table 3. Forecasts of the volume of tourism services and indicators of business activity provided by "Makon" LLC in 2022-2026

Years	The volume of provided domestic tourism services, mln. soum (Y)	Number of tourists served, unit (X1)	Funds raised through the development of business activities, mln. soum (X_2)	Amount of foreign funds attracted to the enterprise, mln. soum (X3)
2022	204,9	5523	15,3	59,0
2023	231,9	5838	16,3	63,9
2024	263,2	6152	17,4	68,7
2025	295,5	6467	18,4	73,6
2026	331,0	6781	19,5	78,4

In the model representing the multi-factor connection, it can be seen that the number of tourists served at "Makon" LLC and the increase of funds attracted through the development of business activities are directly related to the change of the resulting factor, the amount of funds attracted to the enterprise

from outside and the level of the general impact of random factors are inversely related. In this case, it is recommended to increase the number of tourists served by the tourist enterprise and the funds attracted through the development of business activities to the point of saturation, and to optimize the amount of foreign funds attracted to the enterprise in proportion to the necessary resource costs.

Natural, climatic, cultural, historical and other recreational resources that can satisfy the spiritual, intellectual and physical needs of tourists in the development of entrepreneurship in tourist enterprises; secondly, tourist industry facilities - accommodation facilities, catering, culture, entertainment and sports, transport, information resources and systems and technologies; thirdly, tourist infrastructure objects - objects used for tourist travel and recreation (engineering, transport, social, innovation and other infrastructures); fourthly, it is desirable to increase the effectiveness of the use of the activities of the structures that regulate activities in the field of tourism at the state level.

In conclusion, it should be noted that in the near future, by maximizing the level of use of business activities in tourist enterprises, the number of tourists visiting them will increase. As a result of this, the gross regional product (GNP) has an effect on the growth of the economic potential of the regions, the level of employment of the population in the regions increases and the well-being of the population is further improved.

Literature

1. Карнаева Е.Е. Развитие предпринимательской деятельности в социальной сфере (на примере городских туристских комплексов малых городов Северо-Запада России). Автореферат диссертации на соискание ученой степени кандидата экономических наук. СанктПетербург 2008 г. -стр 21.
2. Александрова А.Ю. Международный туризм. –Москва: Аспект Пресс, 2001. 12-бет.
3. Тишуков Ю.В. Потребитель на рынке туристических услуг. –Ростов-на-Дону: Феникс, 2007.4-бет.
4. Биржаков М.Б. Туристические услуги, работы, товары. –Москва–Санкт-Петербург: Издательство «Невский фонд» – «Издательский дом Герда», 2003. С.108.
5. Mirzaev, A. T. (2020). Assessment of cluster formation in management of recreational activity. ISJ Theoretical & Applied Science, 04 (84), 605-610. https://dx.doi.org/10.15863/TAS.2020.04.84.101
6. Мирзаев А.Т. Совершенствование интегральной оценки механизма рекреационно-туристических объектов // Бюллетень науки и практики. 2019. Т. 5. №2. С. 127-134. https://doi.org/10.33619/2414-2948/39/17
7. Мирзаев А.Т. Оценка использования рекреационных возможностей на рынке туристических услуг // Региональная экономика: теория и практика. – 2019. – Т. 17, № 5. – С. 990 – 1002. https://doi.org/10.24891/re. 17.5.990.
8. Mirzaev A. T. Evaluation of innovation capacity resource components in effective management of recreational clusters on the basis of econometric analysis // EPRA International Journal of Research and Development (IJRD). – 2020. – pp.131-137. https://doi.org/10.36713/epra4790.
9. Мирзаев А. Т. Совершенствование системы электронного бронирования как часть цифрования управленческой деятельности туристско-рекреационных предприятий // Бюллетень науки и практики. 2020.Т.6.№8. С.165-172. https://doi.org/10.33619/24142948/57/14.
10. Мирзаев А. Т. Туристик-рекреация корхоналари фаолиятини бошқаришнинг иқтисодий самарадорлиги таҳлили // Иқтисодиёт ва таълим [Текст]. 2019. №6. 194-199 б.

11. Мирзаев А. Т. Ўзбекистонда туристик-рекреация корхоналари фаолиятини бошқаришнинг ташкилий-иқтисодий механизмларини такомиллаштириш // Бизнес-Daily медиа [Текст]. 2020. №1. 62-65 б.
12. Мирзаев А. Т. Туристик-рекреация кластерларини бошқаришда инновацион салоҳиятнинг ресурс компонентини баҳолаш услубиёти "Iqtisodiyot va innovatsion texnologiyalar" ilmiy elektron jurnali. № 4, iyul-avgust, 2020 yil. 390-401 б.
13. Мирзаев А. Т. Ўзбекистонда туристик-рекреация хизматларини бошқариш жараёнига омиллар таъсирини баҳолаш // Бизнес-Daily медиа [Текст]. 2020. №6. 57-61 б.
14. Мирзаев А. Т. Рекреацион – туризм кластерларини яратиш ёҳуд улар орқали ҳудудларда сайёҳлик тизимини ривожлантириш истиқболлари // Бизнес-Daily медиа [Текст]. 2018. №12. 21-24 б.
15. Xankeldieva, G. S. (2019). Prospects for the development of investment activity in the field of tourist services: problems and ways of solution. ISJ Theoretical & Applied Science, 10 (78), 780. Philadelphia, USA.
16. Hankeldieva, G. S. (2017). Osobennosti korporativnogo upravlenija v akcionernyh obshhestvah s gosudarstvennym uchastiem. *Bulleten'nauki i praktiki*, (11 (24)).
17. Hankeldieva, G. S. (2017). Perspektivy razvitija jelektrojenergeticheskoj otrasli respubliki Uzbekistan v uslovijah modernizacii jekonomicheskih otnoshenij. *Bulleten'nauki i praktiki*, (12 (26)).
18. Ханкелдиева, Г. Ш. (2020). Пути эффективного развития инновационной деятельности производственных предприятий республики узбекистан. In *Наука сегодня фундаментальные и прикладные исследования: Материалы международной научно-практической конференции. Вологда* (p. 29).
19. Умронов Э.С. Туристик корхоналарда тадбиркорлик фаолияти ривожланишига омиллар таъсирини баџолаш // Бизнес-Daily медиа [Текст]. 2022. №4 (172). 69-73 б.
20. Умронов Э.С. Туристик корхоналарда тадбиркорлик фаолиятини ривожлантириш хусусиятлари. Хоразм Маъмун академияси ахборотномаси. -2022, -№3 (87). -171-176-б. http://mamun.uz/uz/page/56.
21. Умронов Э.С. Совершенсвование стратегии развития предприн мательства в сфере туризма // «Наука сегодня вызовы и решения». Материалы международной научно-практической конференции. – Вологда. Россия, 2022. -48-51-б.